Appl. No. 10/604,875
Response to Office Action mailed on August 13, 2007
Date of Amendment: October 9, 2007

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method of anticipating a trustworthiness of an Internet site having content, the method comprising:

dynamically analyzing the ~~content~~ site for predetermined criteria related to trustworthiness of Internet sites, each of the criteria having a weighted point value, wherein at least one of the criteria has a different weighted point value from another of the criteria;

determining an amount of the criteria the ~~content~~ site complies with;

creating a trust score from the weighted point values of the criteria that the site complies with;

creating an analytical result as an indicator of trustworthiness of the Internet site based on the ~~amount of the criteria the content complies with~~ trust score; and

communicating to an Internet user the analytical result.

2.   (Previously presented) The method as claimed in claim 1 wherein the step of communicating the analytical result includes providing a numerical representation of the trustworthiness of the Internet site.

3.   (Previously presented) The method as claimed in claim 1 wherein the step of communicating the analytical result includes providing a scaled gauge representation of the trustworthiness of the Internet site.

Appl. No. 10/604,875
Response to Office Action mailed on August 13, 2007
Date of Amendment: October 9, 2007

4.   (Previously presented) The method as claimed in claim 1 wherein the step of

creating an analytical result includes awarding numerical points for each criterion the Internet

site complies with.

5.   (Previously presented) The method as claimed in claim 1 wherein the step of

awarding numerical points includes awarding numerical points to each criterion based upon an

influence that each criterion has on the anticipated trustworthiness of the Internet site.

6.   (Previously presented) The method as claimed in claim 1 wherein the step of

dynamically analyzing includes determining if an electronic mail address is present in the

content.

7.   (Previously presented) The method as claimed in claim 1 wherein the step of

dynamically analyzing includes determining if a postal address is present in the content.

8.   (Previously presented) The method as claimed in claim 1 wherein the step of

dynamically analyzing includes determining if a telephone number is present in the content.

9.   (Previously presented) The method as claimed in claim 1 wherein the step of

dynamically analyzing includes determining if a privacy statement is present in the content.

10.   (Previously presented) The method as claimed in claim 1 wherein the step of

dynamically analyzing includes determining if the Internet site supports secure Internet

transactions.

11.   (Previously presented) The method as claimed in claim 1 wherein the step of

dynamically analyzing includes determining if the Internet site has a verified authentication

certificate.

12.   (Previously presented) The method as claimed in claim 1 wherein the step of

dynamically analyzing includes determining a traffic ranking of the Internet site.

13.   (Previously presented) The method as claimed in claim 1 wherein the step of

dynamically analyzing includes determining if the Internet site is validated by an independent

third party validating service.

14.   (Previously presented) The method as claimed in claim 1 wherein the step of

communicating includes communicating the analytical result to the Internet user independently

of the Internet site.

15.   (Previously presented) The method as claimed in claim 1 wherein the step of

communicating includes displaying the analytical result within a tool bar incorporated into an

Internet browser.

16.   (Previously presented) The method as claimed in claim 1 further including the steps of:

displaying to the Internet user at least a portion of the content in an Internet browser;

providing an Internet browser add-on capable of communicating to the Internet user the analytical result; wherein the step of communicating the analytical result including providing the analytical result via the Internet browser add-on.

17.   (Previously presented) The method as claimed in claim 16 wherein the step of creating an analytical result includes creating a numerical representation of the anticipated trustworthiness of the Internet site.

18.   (Canceled).

19.   (Previously presented) The method as claimed in claim 16 wherein the step of determining an amount of criteria includes utilizing a numerical point based system with a number of points assigned to each criterion, and the method further includes the step of awarding the number of points from the numerical point based system for the criteria the Internet site complies with.

20.   (Previously presented) The method as claimed in claim 16 wherein the step of communicating the analytical result includes providing a scaled gauge representation of the trustworthiness of the Internet site.

Appl. No. 10/604,875
Response to Office Action mailed on August 13, 2007
Date of Amendment: October 9, 2007

21.   (Previously presented) The method as claimed in claim 16 wherein the step of dynamically analyzing includes determining if an electronic mail address is present in the content.

22.   (Previously presented) The method as claimed in claim 16 wherein the step of dynamically analyzing includes determining if a postal address is present in the content.

23.   (Previously presented) The method as claimed in claim 16 wherein the step of dynamically analyzing includes determining if a telephone number is present in the content.

24.   (Previously presented) The method as claimed in claim 16 wherein the step of dynamically analyzing includes determining if a privacy statement is present in the content.

25.   (Previously presented) The method as claimed in claim 16 wherein the step of dynamically analyzing includes determining if the Internet site supports secure Internet transactions.

26.   (Previously presented) The method as claimed in claim 16 wherein the step of dynamically analyzing includes determining if the Internet site has a verified authentication certificate.

27.   (Previously presented) The method as claimed in claim 16 wherein the step of dynamically analyzing includes determining a traffic ranking of the Internet site.

28.   (Previously presented) The method as claimed in claim 16 wherein the step of

dynamically analyzing includes determining if the Internet site is validated by an independent

third party validating service.

29.   (Currently amended) A system for anticipating a trustworthiness of an Internet

site having content displayed in an Internet browser comprising:

an Internet browser add-on capable of communicating to an Internet user an anticipated

trustworthiness of the Internet site in a form of an analytical result;

a numerical point system having a predetermined set of criteria related to trustworthiness

of Internet sites and having weighted number point values assigned to each of the criteria;

a means for dynamically analyzing the content site for compliance with the criteria;

a means for summing the weighted number point values for each criterion the Internet

site meets;

a means to create the analytical result from the summed weighted number point values

and being indicative of the anticipated trustworthiness of the Internet site.

30.   (Currently amended) A method of anticipating a trustworthiness of an Internet site

having content comprising:

providing a predetermined set of criteria related to the trustworthiness, each of the criteria

having a weighted point value, wherein at least one of the criteria has a different weighted point

value from another of the criteria;

dynamically analyzing the content of the Internet site to assess an amount of the criteria

the content site complies with;

creating a trust score from the weighted point values of the criteria that the site complies

with:

creating an analytical result based on the ~~criteria with which the Internet site complies~~

trust score; and

permitting display of the Internet site in an Internet browser based on the analytical

result.

31.   (Previously presented) The method as claimed in claim 30 further comprising

the step of communicating to an Internet user the analytical result.

32.   (Previously presented) The method as claimed in claim 31 wherein the step of

communicating the analytical result includes providing a numerical representation of the

trustworthiness of the Internet site.

33.   (Previously presented) The method as claimed in claim 31 wherein the step of

communicating the analytical result includes providing a scaled gauge representation of the

trustworthiness of the Internet site.

34.   (Previously presented) The method as claimed in claim 31 further including the

steps of providing a numerical point system for the criteria, and awarding a predetermined

number of points to the Internet site for each criterion the Internet site complies with.

35.   (Previously presented) The method as claimed in claim 31 wherein the step of

dynamically analyzing includes determining if an electronic mail address is present in the

content.

36.   (Previously presented) The method as claimed in claim 31 wherein the step of

dynamically analyzing includes determining if a postal address is present in the content.

37.   (Previously presented) The method as claimed in claim 31 wherein the step of

dynamically analyzing includes determining if a telephone number is present in the content.

38.   (Previously presented) The method as claimed in claim 31 wherein the step of

dynamically analyzing includes determining if a privacy statement is present in the content.

39.   (Previously presented) The method as claimed in claim 31 wherein the step of

dynamically analyzing includes determining if the Internet site supports secure Internet

transactions.

40.   (Previously presented) The method as claimed in claim 31 wherein the step of

dynamically analyzing includes determining if the Internet site has a verified authentication

certificate.

41.   (Previously presented) The method as claimed in claim 31 wherein the step of

dynamically analyzing includes determining a traffic ranking of the Internet site.

42.   (Previously presented) The method as claimed in claim 31 wherein the step of dynamically analyzing includes determining if the Internet site is validated by an independent third party validating service.

43.   (Previously presented) The method as claimed in claim wherein the step of creating the analytical result includes a creating a numerical representation of the trustworthiness of the Internet site.

44.   (Previously presented) The method as claimed in claim 31 further including the step of communicating the analytical result to the Internet user independently of the Internet site being displayed.

45.   (Previously presented) The method as claimed in claim 44 wherein the step of communicating the analytical result includes displaying the analytical result within a tool bar incorporated into an Internet browser.

46.   (Previously presented) The method as claimed in claim 30 further including the step of storing the analytical result in a database.

47.   (Previously presented) The method as claimed in claim 30 further including the step of inputting a search request, wherein the step of selecting an Internet site is based on the search request.

Appl. No. 10/604,875
Response to Office Action mailed on August 13, 2007
Date of Amendment: October 9, 2007

48.   (Previously presented) The method as claimed in claim 47 further including a

step of presenting search results including one or more Internet sites related to the search request,

wherein the step of presenting search results includes a step of providing an analytical result for

each Internet site.

49.   (Previously presented) The method as claimed in claim 47 further including a

step of presenting search results including one or more Internet sites related to the search request,

wherein the step of presenting search results includes a step of excluding Internet sites that do

not meet a predetermined analytical result.